Recruiting 101

Where do they come from ?

Names

Names

Names

SOURCES

1) Lists: HS, ASVAB, Code M, DMV, newspapers, unemployment, et al.
2) Referrals (poolees, other recruiters, et al.)
3) Returns: adv. Mail-out
4) Walk-ins Office Traffic
5) Area Canvassing

How to hook 'em

Names
Prospecting
Screening
Selling
Processing
Shipping

Systematic
Recruiting

Systematic Recruiting

The recruiting process starts with acquiring the names of potentially qualified prospects for the recruiter to contact and persuade to join the MC.

Obtaining names can come from a wide variety of sources:

High school directory, ASVAB test lists, MCRC (Code M) lists, motor vehicle registration agencies, newspapers, unemployment agencies, referrals from poolees, command recruiters, local SMCR units, MC advertising returns, national mailout returns, take-ones, walk-ins, area canvassing.

Systematic Recruiting

Prospecting: contact with a purpose for interviewing via TC, AC, HV, OT.

Screening: eligible ? Screen before persuasion. Methods: WRAT/EST, physical qualifications, age, ed. citizenship, dependents, drug/al. involvement, police record, prior service.

Selling: Persuasion during the interview

Processing: Becomes working applicant after agreement to enlist (then - ASVAB, physical, final screening, enlisted at MEPS)

Shipping: Direct or DEP. . . then placed on active duty, sent to recruit training, MCRD. Shipping day at the MEPS

TC AC HV OT WRAT

Can you speak a foreign language?

NWA RSS PCS QMA APR

DEP DQ MEPS PRASP POOLEE

WRR ALPHA 8412 FMAM ERR

ASVAB BRAVO 8411 DONUT

PAR PHASELINE RI MISSION DAY

TC: Telephone call

AC: Area Canvassing

HV: Home Visit

OT: Office Traffic

WRAT: Wide Range Achievement T

(EST: Enlistment Screening Test)

NWA: New Working Applicant

RSS: Recruiting Sub-Station

PCS: Permanent Contact Station

QMA: Qualified Male Applicant

APR: Accession per recruiter

DEP: Delayed Entry Program

DQ: Disqualified

MEPS: Military Entrance Processing Station

PRASP: Permissive Recruiter Assistant

POOLEE: An enlistee in the DEP

WRR: Western Recruiting Region

ALPHA: A candidate who scores 50 or better on the ASVAB

8412: Career Recruiter

FMAM: Generally the hardest months in the calendar year to make mission. . . **F**ebraury, **M**arch, **A**pril and **M**ay.

ERR: Eastern Recruiting Region

ASVAB: Armed Services Vocational Aptitude Battery

DONUT: To write 0 contracts in any given month

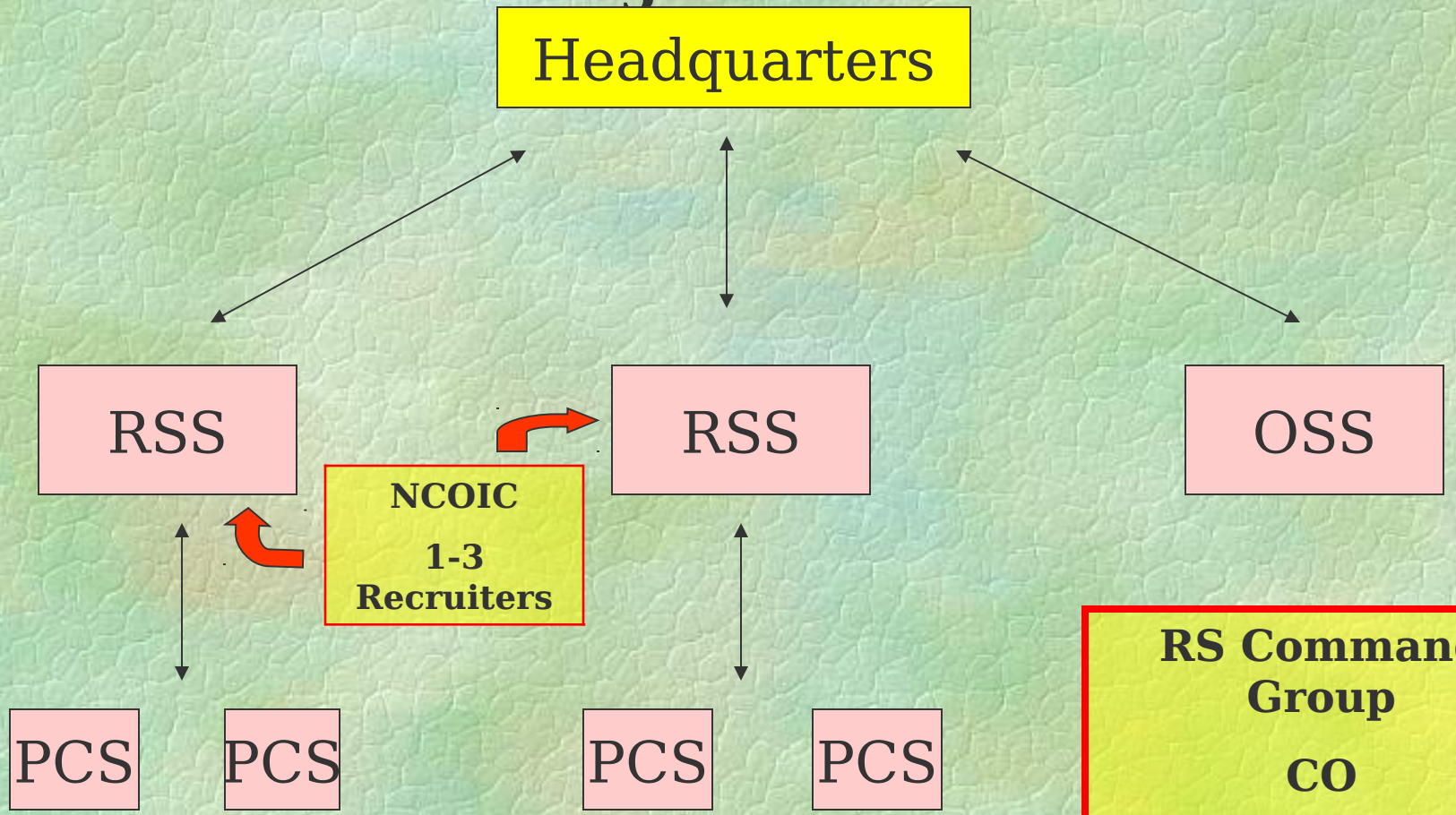
PAR: Initial hands-on recruiter training after arriving on station

Phaseline: Weekly quota measured on Friday

RI: Recruiter Instructor

MISSION DAY: Last day of the month in which all recruiting quota must be met.

Recruiting Station Organization



RS Command Group

CO

XO

OPSO

SGTMAJ

RI

RS HEADQUARTERS